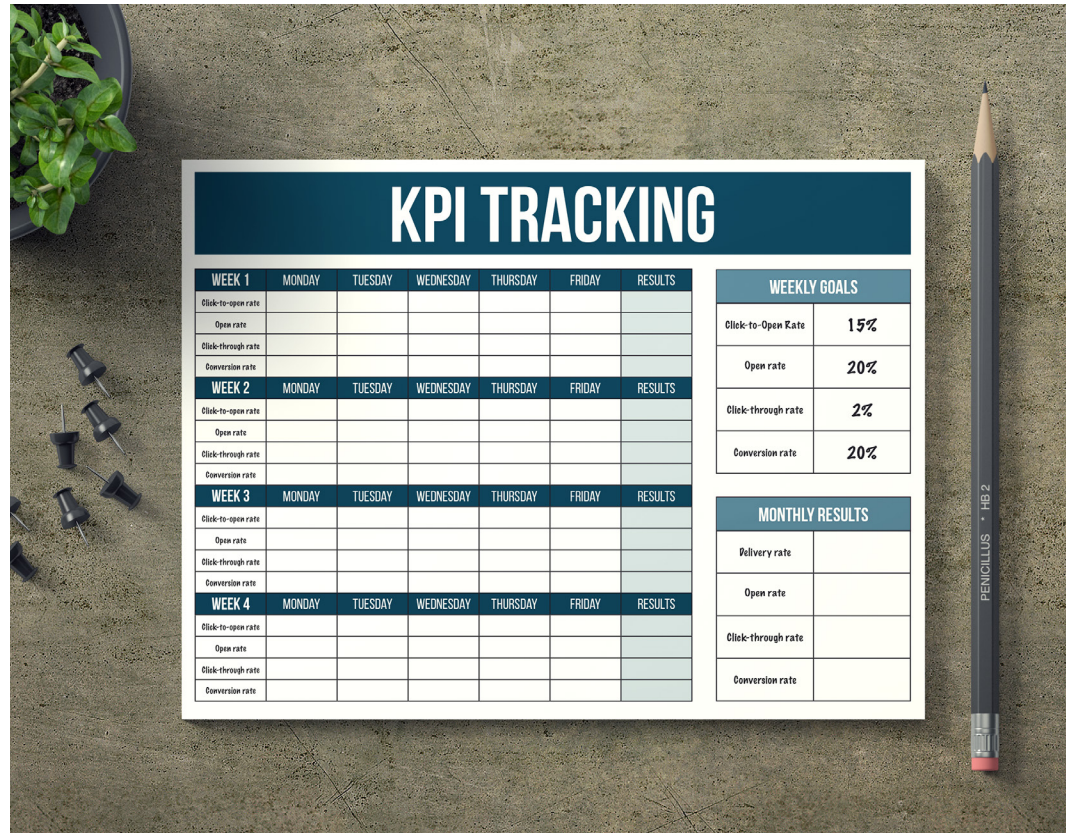


# KPI TRACKER

## OVERVIEW:

*In business, we all have goals. But, how do we make sure that we stay on track? By measuring specific KPIs.*

*Use this tracking sheet to help you keep a handle on your KPIs and ensure that all of your goals are not met, but exceeded.*



KPI TRACKING						
WEEK 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
Click-to-open rate						
Open rate						
Click-through rate						
Conversion rate						
WEEK 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
Click-to-open rate						
Open rate						
Click-through rate						
Conversion rate						
WEEK 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
Click-to-open rate						
Open rate						
Click-through rate						
Conversion rate						
WEEK 4	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
Click-to-open rate						
Open rate						
Click-through rate						
Conversion rate						

WEEKLY GOALS	
Click-to-Open Rate	15%
Open rate	20%
Click-through rate	2%
Conversion rate	20%

MONTHLY RESULTS	
Delivery rate	
Open rate	
Click-through rate	
Conversion rate	

## WHAT'S INCLUDED:

- **KPI Tracking Sheet**  
*Staying organized and on top of your goals is simple when you're able to keep track of your KPIs.*

# KPI TRACKING

WEEK 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
WEEK 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
WEEK 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS
WEEK 4	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	RESULTS

WEEKLY GOALS	

MONTHLY RESULTS	